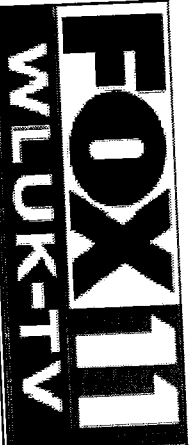


Airtime Invoice



WLUK-TV
 14058 Collections Center Dr.
 Chicago, IL
 60693

Invoice #: 525211 Page: 2 of 2

Date: 12/27/09 Month: December

Contract #: 111504 - EOE

Contract Dates: 11/06/06-12/27/09

Brand: PROMOTIONS Network: WLUK

Estimate #: Proposal #:

Advertiser: WLUK PROMOTION
 Billing Period: 11/30/09-12/25/09
 Salesperson/Office: HOUSE LOCAL/WLUK / WLUK LOC
 Rev. Type: Local House Time Sales

Comments:

Total Scheduled For This Period:

\$0.00

20

Billed Spots: 20

Total Gross Billing

\$0.00

\$0.00

Agency Commission

\$0.00

Net Due

\$0.00

Special Handling: Send to Marylyn Asher

We warrant that the "actual broadcast" information shown on this invoice was taken from the program log and will be available, upon request, for inspection by the advertiser or agency for at least twelve (12) months. Any questions, please call the Accounting Department at 920-490-1457.
 TERMS: NET DUE 15 DAYS.



PO BOX 19011
Green Bay WI, 54307
Donna Fischer / Marketing
Telephone (920) 490-1467
FAX (920) 494 8782

TITLE: Festival Foods Turkey Trot
:20
2009

VIDEO

RACHEL AND MARK ON CAMERA

SUPER: RACHEL MANEK/GDW
MARK SKOGEN/FESTIVAL FOODS

BRING IN TURKEY TROT GFX

SUPER: GREEN BAY, APPLETON,
OSHKOSH, FOND DU LAC,
MANITOWOC

BRING IN PIE/TSHIRT GFX

RACHEL/MARK ON CAM
SUPER: FOX11ONLINE.COM

*BENEFITS THE BOYS AND GIRLS
CLUB OF GREEN BAY

AUDIO

(RACHEL MANEK)

02:05:42:00 – 02:05:52:00

Join us for the Festival Foods Turkey Trot!

(MARK SKOGEN)

It's a fun two mile run/walk or a five mile run.

(RACHEL MANEK VOICE OVER)

02:07:56:00 – 02:08:09:00

8:30am on Thanksgiving Day in Green Bay,
Appleton, Oshkosh, Fond du Lac and
Manitowoc.

(MARK SKOGEN VOICE OVER)

And when you finish, you'll get a t-shirt and
a pumpkin pie from Festival Foods!

(RACHEL MANEK)

02:07:20:00 – 02:07:28:00

To register for the Festival Foods Turkey
Trot go to fox11online.com.

LIN-TV

WLUK As Run by Date

from date=10/1/09, to date=12/31/09, house number='gs7506'

Sched Date	Day	Hit Time	Iscl Title	Length	House
11/07/09	SA	07:50:05 a	TURKEY TROT	:20	GS7506
11/07/09	SA	09:28:36 a	TURKEY TROT	:20	GS7506
11/07/09	SA	12:58:36 p	TURKEY TROT	:20	GS7506
11/07/09	SA	02:50:00 p	TURKEY TROT	:20	GS7506
11/07/09	SA	04:28:40 p	TURKEY TROT	:20	GS7506
11/07/09	SA	05:53:08 p	TURKEY TROT	:20	GS7506
11/07/09	SA	10:31:10 p	TURKEY TROT	:20	GS7506
11/08/09	SU	08:15:00 a	TURKEY TROT	:20	GS7506
11/08/09	SU	10:24:08 p	TURKEY TROT	:20	GS7506
11/09/09	M	06:08:25 a	TURKEY TROT	:20	GS7506
11/09/09	M	09:40:00 a	TURKEY TROT	:20	GS7506
11/10/09	TU	06:34:15 a	TURKEY TROT	:20	GS7506
11/10/09	TU	12:45:00 p	TURKEY TROT	:20	GS7506
11/10/09	TU	03:10:00 p	TURKEY TROT	:20	GS7506
11/10/09	TU	11:10:00 p	TURKEY TROT	:20	GS7506
11/10/09	TU	04:54:00 a	TURKEY TROT	:20	GS7506
11/11/09	W	05:34:20 a	TURKEY TROT	:20	GS7506
11/12/09	TH	06:08:25 a	TURKEY TROT	:20	GS7506
11/12/09	TH	03:10:00 p	TURKEY TROT	:20	GS7506
11/13/09	F	05:34:20 a	TURKEY TROT	:20	GS7506
11/13/09	F	09:40:00 a	TURKEY TROT	:20	GS7506
11/13/09	F	02:15:00 p	TURKEY TROT	:20	GS7506
11/14/09	SA	07:13:00 a	TURKEY TROT	:20	GS7506
11/14/09	SA	03:59:35 a	TURKEY TROT	:20	GS7506
11/15/09	SU	03:45:00 a	TURKEY TROT	:20	GS7506
11/16/09	M	09:40:00 a	TURKEY TROT	:20	GS7506
11/16/09	M	09:59:00 a	TURKEY TROT	:20	GS7506
11/17/09	TU	10:45:00 a	TURKEY TROT	:20	GS7506
11/17/09	TU	01:53:35 a	TURKEY TROT	:20	GS7506
11/17/09	TU	03:52:20 a	TURKEY TROT	:20	GS7506
11/18/09	W	12:45:00 p	TURKEY TROT	:20	GS7506
11/18/09	W	11:26:00 p	TURKEY TROT	:20	GS7506
11/19/09	TH	05:34:20 a	TURKEY TROT	:20	GS7506
11/19/09	TH	01:25:00 p	TURKEY TROT	:20	GS7506
11/19/09	TH	09:31:48 p	TURKEY TROT	:20	GS7506
11/19/09	TH	11:26:00 p	TURKEY TROT	:20	GS7506
11/20/09	F	06:08:25 a	TURKEY TROT	:20	GS7506
11/20/09	F	02:15:00 p	TURKEY TROT	:20	GS7506
11/20/09	F	06:59:25 p	TURKEY TROT	:20	GS7506
11/21/09	SA	05:53:08 p	TURKEY TROT	:20	GS7506
11/21/09	SA	09:49:13 p	TURKEY TROT	:20	GS7506
11/21/09	SA	04:28:30 a	TURKEY TROT	:20	GS7506
11/22/09	SU	07:13:00 a	TURKEY TROT	:20	GS7506
11/22/09	SU	09:28:05 p	TURKEY TROT	:20	GS7506
11/22/09	SU	10:24:08 p	TURKEY TROT	:20	GS7506

LIN-TV **WLUK As Run by Date***from date=10/1/09, to date=12/31/09, house number='gs7506'*

Sched Date	Day	Hit Time	Iscl Title	Length	House
11/23/09	M	06:08:25 a	TURKEY TROT	:20	GS7506
11/23/09	M	09:31:48 p	TURKEY TROT	:20	GS7506
11/24/09	TU	06:00:00 a	TURKEY TROT	:20	GS7506
11/24/09	TU	09:40:00 a	TURKEY TROT	:20	GS7506
11/25/09	W	06:34:15 a	TURKEY TROT	:20	GS7506
11/25/09	W	09:40:00 a	TURKEY TROT	:20	GS7506
11/26/09	TH	05:34:20 a	TURKEY TROT	:20	GS7506

WLUK FOX 11
787 Lombardi Avenue
Green Bay WI, 54304
Telephone (920) 494 8711
FAX (920) 494 8782

CLIENT: Green Bay Gamblers
TITLE: Caps for Cancer Toss
LENGTH: :30
DATE: 10/02/09

VIDEO

Use footage from last year/update where
needed (black & white adding pink for color)
**(Hold: Sat. Oct. 24 • 7:05p Resch Center
at bottom of screen)**

Logo: Gamblers Caps for Cancer logo
Presented by: North Shore Bank (logo)

Logos: Gamblers vs. Indiana

Graphic: Sat. Oct. 24 • 7:05p

Logo: Resch Center

Graphic: Heavenly Hats (logo)

Graphic: \$1 from each sold ticket to benefit
the Vince Lombardi Cancer Clinic at (logo)
Aurora BayCare Medical Center (logo)

Logo: Oneida Casino Ticket Star

Graphic: 800.895.0071

Sponsor logos:

NORTH SHORE BANK (presented by)

AURORA SPORTS MEDICINE

FOX 11

WIXX

SPORTS CLIPS

AUDIO

STICK IT TO CANCER AT THE AT THE GREEN
BAY GAMBLERS CAPS FOR CANCER TOSS
SATURDAY, OCTOBER TWENTY-FOURTH.
BRING A NEW HAT TO THE GAME TO TOSS ON
THE ICE AFTER THE GAMBLERS FIRST GOAL.
ALL HATS DONATED TO HEAVENLY HATS.
A DOLLAR FROM EACH TICKET SOLD WILL
BENEFIT THE AMERICAN CANCER SOCIETY.

AND CHECK OUT A SILENT AUCTION WITH
ITEMS SIGNED BY CELEBRITIES IN THE
WORLD OF SPORTS AND ENTERTAINMENT!

FACE-OFF 7:05
FOR TICKETS CALL 800.895.0071.

PRESENTED BY NORTH SHORE BANK, AND
THESE FINE SPONSORS:

LIN-TV
WLUK As Run by Date

from date=10/1/09, to date=12/31/09, house number='gs7503'

Sched Date	Day	Hit Time	Isct Title	Length	House
10/08/09	TH	07:00:45 a	CAPS FOR CANCER 2009	:15	GS7503
10/08/09	TH	11:20:00 a	CAPS FOR CANCER 2009	:15	GS7503
10/08/09	TH	05:06:40 p	CAPS FOR CANCER 2009	:15	GS7503
10/08/09	TH	08:28:00 p	CAPS FOR CANCER 2009	:15	GS7503
10/08/09	TH	11:27:00 p	CAPS FOR CANCER 2009	:15	GS7503
10/09/09	F	08:53:45 a	CAPS FOR CANCER 2009	:15	GS7503
10/09/09	F	05:37:05 p	CAPS FOR CANCER 2009	:15	GS7503
10/09/09	F	10:54:50 p	CAPS FOR CANCER 2009	:15	GS7503
10/09/09	F	12:10:00 a	CAPS FOR CANCER 2009	:15	GS7503
10/09/09	F	03:52:00 a	CAPS FOR CANCER 2009	:15	GS7503
10/10/09	SA	06:59:30 a	CAPS FOR CANCER 2009	:15	GS7503
10/10/09	SA	06:05:30 p	CAPS FOR CANCER 2009	:15	GS7503
10/10/09	SA	09:15:05 p	CAPS FOR CANCER 2009	:15	GS7503
10/10/09	SA	10:40:00 p	CAPS FOR CANCER 2009	:15	GS7503
10/10/09	SA	11:50:00 p	CAPS FOR CANCER 2009	:15	GS7503
10/11/09	SU	06:50:00 p	CAPS FOR CANCER 2009	:15	GS7503
10/11/09	SU	12:04:00 a	CAPS FOR CANCER 2009	:15	GS7503
10/12/09	M	07:37:30 a	CAPS FOR CANCER 2009	:15	GS7503
10/12/09	M	02:58:25 p	CAPS FOR CANCER 2009	:15	GS7503
10/12/09	M	10:53:50 p	CAPS FOR CANCER 2009	:15	GS7503
10/12/09	M	04:36:30 a	CAPS FOR CANCER 2009	:15	GS7503
10/13/09	TU	12:07:15 p	CAPS FOR CANCER 2009	:15	GS7503
10/13/09	TU	09:25:48 p	CAPS FOR CANCER 2009	:15	GS7503
10/13/09	TU	11:03:30 p	CAPS FOR CANCER 2009	:15	GS7503
10/14/09	W	11:20:00 p	CAPS FOR CANCER 2009	:15	GS7503
10/15/09	TH	07:00:45 a	CAPS FOR CANCER 2009	:15	GS7503
10/15/09	TH	11:22:30 a	CAPS FOR CANCER 2009	:15	GS7503
10/15/09	TH	03:37:00 p	CAPS FOR CANCER 2009	:15	GS7503
10/16/09	F	07:00:45 a	CAPS FOR CANCER 2009	:15	GS7503
10/16/09	F	08:53:45 a	CAPS FOR CANCER 2009	:15	GS7503
10/16/09	F	12:07:15 p	CAPS FOR CANCER 2009	:15	GS7503
10/16/09	F	09:29:20 p	CAPS FOR CANCER 2009	:15	GS7503
10/16/09	F	11:02:00 p	CAPS FOR CANCER 2009	:15	GS7503
10/18/09	SU	06:58:00 a	CAPS FOR CANCER 2009	:15	GS7503
10/19/09	M	08:53:45 a	CAPS FOR CANCER 2009	:15	GS7503
10/19/09	M	02:48:00 p	CAPS FOR CANCER 2009	:15	GS7503
10/20/09	TU	08:51:00 a	CAPS FOR CANCER 2009	:15	GS7503
10/21/09	W	07:00:45 a	CAPS FOR CANCER 2009	:15	GS7503
10/21/09	W	12:07:15 p	CAPS FOR CANCER 2009	:15	GS7503
10/22/09	TH	07:00:45 a	CAPS FOR CANCER 2009	:15	GS7503
10/22/09	TH	10:17:20 a	CAPS FOR CANCER 2009	:15	GS7503
10/22/09	TH	01:52:20 a	CAPS FOR CANCER 2009	:15	GS7503
10/23/09	F	07:00:45 a	CAPS FOR CANCER 2009	:15	GS7503
10/23/09	F	08:53:45 a	CAPS FOR CANCER 2009	:15	GS7503
10/23/09	F	03:35:00 p	CAPS FOR CANCER 2009	:15	GS7503

LIN-TV **WLUK As Run by Date**

from date=10/1/09, to date=12/31/09, house number='gs7503'

Sched Date	Day	Hit Time	Iscl Title	Length	House
10/23/09	F	06:06:45 p	CAPS FOR CANCER 2009	:15	GS7503
10/24/09	SA	09:29:26 a	CAPS FOR CANCER 2009	:15	GS7503
10/24/09	SA	01:58:36 p	CAPS FOR CANCER 2009	:15	GS7503

PSA LIST Q4 2009

:15

MARCH OF DIMES	GS 7616
HUNGER PREVENTION	GS 7544
DRUNK DRIVING PREVENTION	GS 7553

:30

AL-ANON	GS 7611
STATIC ELECTRICITY HOUSE	GS 7610
DISCOVER YOUR LIBRARY	GS 7510
RED CROSS	GS 7545
PRESCRIPTION DRUGS	GS 7547
ADOPTION	GS 7548
RED CROSS BLOOD	GS 7557
RECKLESS DRIVING	GS 7558
LITERACY	GS 7509
ENERGY EFFICIENCY	GS 7513
COMMUNITY FOUNDATION	GS 7559
DID YOU PLAY TODAY	GS 7505
PET ADOPTION	GS 7508

:60

HABITAT FOR HUMANITY	GS 7520
EPA	GS 7546
VETERANS HEALTH	GS 7556
STATIC ELECTRICITY HOUSE	GS 7609
DISCOVER YOUR LIBRARY	GS 7512
SCHOLARSHIP	GS 7528
HUNGER PREVENTION	GS 7543
PLANNED GIVING	GS 7560

LIN-TV WLUK As Run by Date

from date=10/1/09, to date=12/31/09, house number='gs7517','gs7553','gs7558','gs7513',

Sched Date	Day	Hit Time	Iscl Title		
10/01/09	TH	01:47:50 a	RECKLESS DRIVING		
10/01/09	TH	03:27:00 a	RECKLESS DRIVING		
10/02/09	F	03:27:00 a	RECKLESS DRIVING		
10/03/09	SA	12:21:00 a	RECKLESS DRIVING		
10/04/09	SU	04:06:20 a	LITERACY		
10/05/09	M	12:15:30 a	DRUNK DRIVING PREVENTION		
10/05/09	M	03:27:00 a	RECKLESS DRIVING		
10/06/09	TU	01:40:20 a	DRUNK DRIVING PREVENTION		
10/06/09	TU	04:00:25 a	LITERACY		
10/06/09	TU	04:16:00 a	RECKLESS DRIVING		
10/07/09	W	12:59:25 p	DRUNK DRIVING PREVENTION	:15	GS7553
10/07/09	W	10:08:30 p	DRUNK DRIVING PREVENTION	:30	GS7558
10/08/09	TH	04:16:00 a	RECKLESS DRIVING	:30	GS7517
10/10/09	SA	04:50:00 a	CHILDHOOD OBESITY	:30	GS7558
10/10/09	SA	04:50:30 a	RECKLESS DRIVING	:30	GS7505
10/13/09	TU	01:53:35 a	DID YOU PLAY TODAY	:30	GS7513
10/14/09	W	03:22:00 a	ENERGY EFFICIENCY APRIL	:30	GS7558
10/15/09	TH	04:00:25 a	RECKLESS DRIVING	:30	GS7558
10/15/09	TH	04:54:00 a	RECKLESS DRIVING	:30	GS7558
10/16/09	F	04:21:00 a	RECKLESS DRIVING	:30	GS7558
10/16/09	F	04:30:25 a	RECKLESS DRIVING	:30	GS7505
10/17/09	SA	04:29:25 a	DID YOU PLAY TODAY	:30	GS7558
10/17/09	SA	04:58:25 a	RECKLESS DRIVING	:30	GS7517
10/17/09	SA	04:58:55 a	CHILDHOOD OBESITY	:30	GS7558
10/18/09	SU	04:00:15 a	RECKLESS DRIVING	:30	GS7505
10/19/09	M	03:27:00 a	DID YOU PLAY TODAY	:30	GS7558
10/19/09	M	04:07:00 a	RECKLESS DRIVING	:30	GS7558
10/20/09	TU	03:12:30 a	RECKLESS DRIVING	:30	GS7513
10/20/09	TU	04:16:00 a	ENERGY EFFICIENCY APRIL	:30	GS7558
10/25/09	SU	03:31:00 a	RECKLESS DRIVING	:30	GS7505
10/25/09	SU	04:36:00 a	DID YOU PLAY TODAY	:30	GS7558
10/27/09	TU	04:00:25 a	RECKLESS DRIVING	:30	GS7509
10/27/09	TU	04:54:00 a	LITERACY	:30	GS7558
10/28/09	W	01:40:20 a	RECKLESS DRIVING	:30	GS7505
10/28/09	W	04:00:25 a	DID YOU PLAY TODAY	:15	GS7553
10/29/09	TH	12:59:25 p	DRUNK DRIVING PREVENTION	:30	GS7558
10/29/09	TH	11:34:15 p	RECKLESS DRIVING	:30	GS7505
10/29/09	TH	12:55:00 a	DID YOU PLAY TODAY	:30	GS7517
10/29/09	TH	03:52:30 a	CHILDHOOD OBESITY	:30	GS7558
10/29/09	TH	04:29:50 a	RECKLESS DRIVING	:15	GS7553
10/30/09	F	12:07:15 p	DRUNK DRIVING PREVENTION	:30	GS7517
10/30/09	F	01:52:20 a	CHILDHOOD OBESITY	:30	GS7505
10/30/09	F	03:52:00 a	DID YOU PLAY TODAY	:30	GS7505
10/31/09	SA	05:10:00 a	DID YOU PLAY TODAY	:30	GS7558
10/31/09	SA	05:50:15 a	RECKLESS DRIVING		

AD Council

LIN-TV WLUK As Run by Date

from date=10/1/09, to date=12/31/09, house number='gs7517','gs7553','gs7558','gs7513','gs7509','gs7508','gs7505'

Sched Date	Day	Hit Time	Isct Title	Length	House
10/31/09	SA	06:28:36 a	DID YOU PLAY TODAY	:30	GS7505
10/31/09	SA	03:59:10 p	RECKLESS DRIVING	:30	GS7558
10/31/09	SA	01:04:00 a	RECKLESS DRIVING	:30	GS7558
10/31/09	SA	01:53:30 a	RECKLESS DRIVING	:30	GS7505
10/31/09	SA	02:05:30 a	DID YOU PLAY TODAY	:30	GS7558
10/31/09	SA	02:15:00 a	RECKLESS DRIVING	:30	GS7558
10/31/09	SA	04:45:30 a	RECKLESS DRIVING	:30	GS7505
10/31/09	SA	04:59:25 a	DID YOU PLAY TODAY	:30	GS7558
11/01/09	SU	05:21:30 a	RECKLESS DRIVING	:30	GS7558
11/01/09	SU	11:56:15 p	RECKLESS DRIVING	:30	GS7558
11/01/09	SU	01:02:40 a	RECKLESS DRIVING	:15	GS7553
11/02/09	M	12:05:00 p	DRUNK DRIVING PREVENTION	:30	GS7558
11/02/09	M	03:14:15 a	RECKLESS DRIVING	:30	GS7505
11/02/09	M	04:07:00 a	DID YOU PLAY TODAY	:15	GS7553
11/03/09	TU	04:21:00 p	DRUNK DRIVING PREVENTION	:30	GS7558
11/04/09	W	04:00:25 a	RECKLESS DRIVING	:30	GS7517
11/04/09	W	04:16:00 a	CHILDHOOD OBESITY	:30	GS7505
11/04/09	W	04:36:00 a	DID YOU PLAY TODAY	:30	GS7517
11/05/09	TH	04:54:00 a	CHILDHOOD OBESITY	:15	GS7553
11/06/09	F	02:23:00 p	DRUNK DRIVING PREVENTION	:15	GS7553
11/06/09	F	10:25:00 p	DRUNK DRIVING PREVENTION	:30	GS7558
11/06/09	F	04:41:00 a	RECKLESS DRIVING	:30	GS7505
11/06/09	F	04:51:00 a	DID YOU PLAY TODAY	:30	GS7509
11/07/09	SA	06:29:21 a	LITERACY	:30	GS7558
11/07/09	SA	05:27:55 p	RECKLESS DRIVING	:30	GS7517
11/07/09	SA	03:47:00 a	CHILDHOOD OBESITY	:30	GS7505
11/07/09	SA	03:58:25 a	DID YOU PLAY TODAY	:30	GS7558
11/07/09	SA	04:17:00 a	RECKLESS DRIVING	:30	GS7558
11/08/09	SU	05:11:00 a	RECKLESS DRIVING	:15	GS7553
11/08/09	SU	03:00:00 a	DRUNK DRIVING PREVENTION	:30	GS7509
11/08/09	SU	04:00:25 a	LITERACY	:15	GS7553
11/09/09	M	03:37:00 p	DRUNK DRIVING PREVENTION	:15	GS7553
11/10/09	TU	11:22:30 a	DRUNK DRIVING PREVENTION	:30	GS7508
11/10/09	TU	12:11:00 a	PET ADOPTION	:30	GS7558
11/10/09	TU	03:22:00 a	RECKLESS DRIVING	:30	GS7517
11/12/09	TH	04:36:00 a	CHILDHOOD OBESITY	:15	GS7553
11/13/09	F	12:07:15 p	DRUNK DRIVING PREVENTION	:30	GS7558
11/13/09	F	04:41:00 a	RECKLESS DRIVING	:30	GS7508
11/14/09	SA	06:28:36 a	PET ADOPTION	:30	GS7508
11/14/09	SA	03:30:30 a	PET ADOPTION	:30	GS7508
11/16/09	M	12:03:25 a	PET ADOPTION	:30	GS7508
11/16/09	M	04:29:50 a	PET ADOPTION	:15	GS7553
11/17/09	TU	02:48:00 p	DRUNK DRIVING PREVENTION	:15	GS7553
11/19/09	TH	12:07:15 p	DRUNK DRIVING PREVENTION	:30	GS7558
11/19/09	TH	04:30:05 a	RECKLESS DRIVING		

Printed on: 1/4/2010 at: 16:3

LIN-TV WLUK As Run by Date

from date=10/1/09, to date=12/31/09, house number='gs7517','gs7553','gs7558','gs7513','gs7509','gs7508','gs7505'

Sched Date	Day	Hit Time	Isct Title	Length	House
11/20/09	F	11:50:00 p	PET ADOPTION	:30	GS7508
11/20/09	F	01:53:05 a	PET ADOPTION	:30	GS7508
11/20/09	F	04:21:00 a	DID YOU PLAY TODAY	:30	GS7505
11/21/09	SA	05:50:00 a	PET ADOPTION	:30	GS7508
11/21/09	SA	09:58:36 a	PET ADOPTION	:30	GS7517
11/21/09	SA	04:59:25 a	CHILDHOOD OBESITY	:15	GS7553
11/23/09	M	11:22:30 a	DRUNK DRIVING PREVENTION	:30	GS7558
11/23/09	M	04:36:00 a	RECKLESS DRIVING	:30	GS7505
11/23/09	M	04:36:30 a	DID YOU PLAY TODAY	:15	GS7553
11/24/09	TU	10:17:20 a	DRUNK DRIVING PREVENTION	:30	GS7517
11/24/09	TU	03:52:00 a	CHILDHOOD OBESITY	:30	GS7508
11/24/09	TU	04:06:30 a	PET ADOPTION	:30	GS7558
11/24/09	TU	04:24:00 a	RECKLESS DRIVING	:30	GS7505
11/24/09	TU	04:24:30 a	DID YOU PLAY TODAY	:15	GS7553
11/25/09	W	11:22:30 a	DRUNK DRIVING PREVENTION	:30	GS7517
11/25/09	W	03:38:10 a	CHILDHOOD OBESITY	:30	GS7558
11/25/09	W	03:53:30 a	RECKLESS DRIVING	:30	GS7505
11/25/09	W	04:23:30 a	DID YOU PLAY TODAY	:30	GS7508
11/25/09	W	04:36:00 a	PET ADOPTION	:15	GS7553
11/26/09	TH	05:52:30 a	DRUNK DRIVING PREVENTION	:15	GS7553
11/26/09	TH	06:07:00 p	DRUNK DRIVING PREVENTION	:30	GS7505
11/26/09	TH	03:27:00 a	DID YOU PLAY TODAY	:30	GS7517
11/26/09	TH	03:53:00 a	CHILDHOOD OBESITY	:30	GS7558
11/26/09	TH	04:07:00 a	RECKLESS DRIVING	:30	GS7508
11/26/09	TH	04:29:50 a	PET ADOPTION	:15	GS7553
11/27/09	F	11:22:30 a	DRUNK DRIVING PREVENTION	:30	GS7508
11/27/09	F	11:27:00 p	PET ADOPTION	:30	GS7558
11/27/09	F	11:41:00 p	RECKLESS DRIVING	:15	GS7553
11/27/09	F	11:58:45 p	DRUNK DRIVING PREVENTION	:30	GS7508
11/27/09	F	04:51:00 a	PET ADOPTION	:30	GS7505
11/27/09	F	04:51:30 a	DID YOU PLAY TODAY	:30	GS7517
11/27/09	F	04:52:00 a	CHILDHOOD OBESITY	:30	GS7558
11/27/09	F	04:52:30 a	RECKLESS DRIVING	:30	GS7508
11/28/09	SA	05:50:00 a	PET ADOPTION	:30	GS7508
11/28/09	SA	12:58:51 p	PET ADOPTION	:30	GS7558
11/28/09	SA	01:29:26 p	RECKLESS DRIVING	:30	GS7508
11/28/09	SA	02:50:30 p	PET ADOPTION	:30	GS7505
11/28/09	SA	03:35:30 p	DID YOU PLAY TODAY	:30	GS7509
11/28/09	SA	03:45:30 p	LITERACY	:15	GS7553
11/28/09	SA	04:50:50 p	DRUNK DRIVING PREVENTION	:30	GS7508
11/28/09	SA	10:31:00 p	PET ADOPTION	:30	GS7558
11/28/09	SA	11:15:30 p	RECKLESS DRIVING	:30	GS7505
11/28/09	SA	01:51:00 a	DID YOU PLAY TODAY	:30	GS7558
11/28/09	SA	03:15:00 a	RECKLESS DRIVING	:30	GS7517
11/28/09	SA	03:30:00 a	CHILDHOOD OBESITY		

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LIN-TV WLUK As Run by Date

from date=10/1/09, to date=12/31/09, house number='gs7517','gs7553','gs7558','gs7513','gs7509','gs7508','gs7505'

Sched Date	Day	Hit Time	Isct Title	Length	House
11/28/09	SA	03:45:30 a	PET ADOPTION	:30	GS7508
11/29/09	SU	06:28:36 a	DRUNK DRIVING PREVENTION	:15	GS7553
11/29/09	SU	03:59:55 a	PET ADOPTION	:30	GS7508
11/29/09	SU	04:06:30 a	RECKLESS DRIVING	:30	GS7558
11/29/09	SU	04:23:00 a	RECKLESS DRIVING	:30	GS7558
11/29/09	SU	04:24:00 a	DID YOU PLAY TODAY	:30	GS7505
11/30/09	M	08:53:45 a	DRUNK DRIVING PREVENTION	:15	GS7553
11/30/09	M	04:06:30 a	CHILDHOOD OBESITY	:30	GS7517
11/30/09	M	04:07:00 a	RECKLESS DRIVING	:30	GS7558
11/30/09	M	04:23:00 a	PET ADOPTION	:30	GS7508
11/30/09	M	04:36:00 a	DID YOU PLAY TODAY	:30	GS7505
12/01/09	TU	11:41:30 p	PET ADOPTION	:30	GS7508
12/01/09	TU	12:25:00 a	PET ADOPTION	:30	GS7508
12/01/09	TU	03:27:00 a	PET ADOPTION	:30	GS7558
12/01/09	TU	03:52:00 a	RECKLESS DRIVING	:30	GS7505
12/01/09	TU	03:53:00 a	DID YOU PLAY TODAY	:30	GS7517
12/01/09	TU	04:07:00 a	CHILDHOOD OBESITY	:15	GS7553
12/02/09	W	03:37:00 p	DRUNK DRIVING PREVENTION	:15	GS7553
12/02/09	W	09:32:08 p	DRUNK DRIVING PREVENTION	:30	GS7508
12/02/09	W	12:33:25 a	PET ADOPTION	:30	GS7558
12/02/09	W	04:16:00 a	RECKLESS DRIVING	:30	GS7508
12/02/09	W	04:24:30 a	PET ADOPTION	:30	GS7508
12/03/09	TH	09:59:15 a	PET ADOPTION	:15	GS7553
12/03/09	TH	11:22:30 a	DRUNK DRIVING PREVENTION	:15	GS7553
12/03/09	TH	10:23:00 p	DRUNK DRIVING PREVENTION	:30	GS7508
12/03/09	TH	04:29:50 a	PET ADOPTION	:30	GS7517
12/03/09	TH	04:36:00 a	CHILDHOOD OBESITY	:15	GS7553
12/04/09	F	03:10:30 p	DRUNK DRIVING PREVENTION	:15	GS7553
12/04/09	F	06:10:00 p	DRUNK DRIVING PREVENTION	:30	GS7558
12/04/09	F	03:27:00 a	RECKLESS DRIVING	:30	GS7508
12/04/09	F	04:59:25 a	PET ADOPTION	:30	GS7517
12/05/09	SA	01:51:00 a	CHILDHOOD OBESITY	:30	GS7558
12/05/09	SA	03:31:00 a	RECKLESS DRIVING	:30	GS7508
12/05/09	SA	03:45:30 a	PET ADOPTION	:30	GS7505
12/05/09	SA	03:58:55 a	DID YOU PLAY TODAY	:30	GS7508
12/06/09	SU	03:59:25 a	PET ADOPTION	:30	GS7505
12/06/09	SU	04:23:10 a	DID YOU PLAY TODAY	:30	GS7517
12/06/09	SU	04:54:00 a	CHILDHOOD OBESITY	:15	GS7553
12/07/09	M	11:22:30 a	DRUNK DRIVING PREVENTION	:30	GS7517
12/07/09	M	01:40:20 a	CHILDHOOD OBESITY	:30	GS7508
12/07/09	M	03:27:00 a	PET ADOPTION	:30	GS7505
12/07/09	M	04:16:00 a	DID YOU PLAY TODAY	:15	GS7553
12/08/09	TU	11:22:30 a	DRUNK DRIVING PREVENTION	:15	GS7553
12/08/09	TU	11:27:00 p	DRUNK DRIVING PREVENTION	:30	GS7558
12/08/09	TU	04:16:00 a	RECKLESS DRIVING		

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LIN-TV WLUK As Run by Date

from date=10/1/09, to date=12/31/09, house number='gs7517','gs7553','gs7558','gs7513','gs7509','gs7508','gs7505'

Sched Date	Day	Hit Time	Isct Title	Length	House
12/08/09	TU	04:30:05 a	CHILDHOOD OBESITY	:30	GS7517
12/08/09	TU	04:36:00 a	PET ADOPTION	:30	GS7508
12/09/09	W	04:06:45 a	PET ADOPTION	:15	GS7553
12/10/09	TH	10:59:25 a	DRUNK DRIVING PREVENTION	:15	GS7553
12/10/09	TH	05:18:55 p	DRUNK DRIVING PREVENTION	:30	GS7508
12/10/09	TH	03:14:15 a	PET ADOPTION	:30	GS7558
12/10/09	TH	04:24:15 a	RECKLESS DRIVING	:15	GS7553
12/11/09	F	11:22:30 a	DRUNK DRIVING PREVENTION	:30	GS7505
12/12/09	SA	04:16:30 a	DID YOU PLAY TODAY	:30	GS7508
12/12/09	SA	04:21:30 a	PET ADOPTION	:30	GS7517
12/12/09	SA	04:45:00 a	CHILDHOOD OBESITY	:30	GS7558
12/12/09	SA	04:50:30 a	RECKLESS DRIVING	:30	GS7508
12/13/09	SU	03:46:30 a	PET ADOPTION	:30	GS7517
12/13/09	SU	04:00:25 a	CHILDHOOD OBESITY	:30	GS7508
12/13/09	SU	04:30:20 a	PET ADOPTION	:15	GS7553
12/14/09	M	11:22:30 a	DRUNK DRIVING PREVENTION	:30	GS7508
12/14/09	M	12:15:30 a	PET ADOPTION	:30	GS7508
12/14/09	M	04:07:00 a	PET ADOPTION	:15	GS7553
12/15/09	TU	10:17:20 a	DRUNK DRIVING PREVENTION	:30	GS7508
12/15/09	TU	01:52:20 a	PET ADOPTION	:30	GS7508
12/16/09	W	03:13:00 a	PET ADOPTION	:30	GS7558
12/16/09	W	04:16:00 a	RECKLESS DRIVING	:30	GS7509
12/16/09	W	04:54:00 a	LITERACY	:15	GS7553
12/17/09	TH	01:58:00 p	DRUNK DRIVING PREVENTION	:15	GS7553
12/17/09	TH	05:30:30 p	DRUNK DRIVING PREVENTION	:30	GS7508
12/17/09	TH	04:16:00 a	PET ADOPTION	:30	GS7517
12/17/09	TH	04:36:15 a	CHILDHOOD OBESITY	:15	GS7553
12/18/09	F	08:53:45 a	DRUNK DRIVING PREVENTION	:30	GS7517
12/18/09	F	04:52:15 a	CHILDHOOD OBESITY	:30	GS7508
12/18/09	F	04:52:45 a	PET ADOPTION	:30	GS7508
12/19/09	SA	03:31:00 a	PET ADOPTION	:30	GS7505
12/19/09	SA	03:46:00 a	DID YOU PLAY TODAY	:30	GS7517
12/19/09	SA	03:46:30 a	CHILDHOOD OBESITY	:30	GS7558
12/19/09	SA	04:15:00 a	RECKLESS DRIVING	:30	GS7508
12/20/09	SU	05:05:00 a	PET ADOPTION	:30	GS7517
12/20/09	SU	04:07:00 a	CHILDHOOD OBESITY	:30	GS7508
12/20/09	SU	04:23:00 a	PET ADOPTION	:30	GS7505
12/20/09	SU	04:24:30 a	DID YOU PLAY TODAY	:30	GS7558
12/20/09	SU	04:29:50 a	RECKLESS DRIVING	:15	GS7553
12/21/09	M	10:17:20 a	DRUNK DRIVING PREVENTION	:30	GS7558
12/21/09	M	04:30:05 a	RECKLESS DRIVING	:30	GS7505
12/21/09	M	04:36:15 a	DID YOU PLAY TODAY	:15	GS7553
12/22/09	TU	10:06:00 p	DRUNK DRIVING PREVENTION	:30	GS7508
12/22/09	TU	11:58:45 p	PET ADOPTION	:30	GS7558
12/22/09	TU	04:00:25 a	RECKLESS DRIVING		

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LIN-TV**WLUK As Run by Date**

from date=10/1/09, to date=12/31/09, house number='gs7517','gs7553','gs7558','gs7513','gs7509','gs7508','gs7505'

Sched Date	Day	Hit Time	Isct Title	Length	House
12/22/09	TU	04:16:00 a	PET ADOPTION	:30	GS7508
12/23/09	W	05:43:55 a	DRUNK DRIVING PREVENTION	:15	GS7553
12/23/09	W	11:22:30 a	DRUNK DRIVING PREVENTION	:15	GS7553
12/23/09	W	02:28:25 p	DRUNK DRIVING PREVENTION	:15	GS7553
12/23/09	W	04:29:50 a	DID YOU PLAY TODAY	:30	GS7505
12/23/09	W	04:36:15 a	PET ADOPTION	:30	GS7508
12/24/09	TH	06:08:45 a	DRUNK DRIVING PREVENTION	:15	GS7553
12/24/09	TH	11:20:30 a	PET ADOPTION	:30	GS7508
12/24/09	TH	03:37:00 p	DRUNK DRIVING PREVENTION	:15	GS7553
12/24/09	TH	11:08:15 p	PET ADOPTION	:30	GS7508
12/24/09	TH	11:42:45 p	RECKLESS DRIVING	:30	GS7558
12/24/09	TH	01:54:30 a	CHILDHOOD OBESITY	:30	GS7517
12/24/09	TH	02:17:00 a	PET ADOPTION	:30	GS7508
12/24/09	TH	02:17:30 a	DID YOU PLAY TODAY	:30	GS7505
12/24/09	TH	02:18:30 a	RECKLESS DRIVING	:30	GS7558
12/25/09	F	05:10:00 a	DID YOU PLAY TODAY	:30	GS7505
12/25/09	F	12:05:00 p	DRUNK DRIVING PREVENTION	:15	GS7553
12/25/09	F	01:45:00 p	LITERACY	:30	GS7509
12/25/09	F	02:48:00 p	DRUNK DRIVING PREVENTION	:15	GS7553
12/25/09	F	10:43:00 p	DRUNK DRIVING PREVENTION	:15	GS7553
12/25/09	F	11:57:00 p	PET ADOPTION	:30	GS7508
12/25/09	F	04:29:25 a	CHILDHOOD OBESITY	:30	GS7517
12/25/09	F	04:29:55 a	PET ADOPTION	:30	GS7508
12/25/09	F	04:51:30 a	RECKLESS DRIVING	:30	GS7558
12/25/09	F	04:52:30 a	DID YOU PLAY TODAY	:30	GS7505
12/25/09	F	04:59:25 a	PET ADOPTION	:30	GS7508
12/26/09	SA	05:26:00 a	PET ADOPTION	:30	GS7508
12/26/09	SA	05:59:25 a	LITERACY	:30	GS7509
12/26/09	SA	09:58:36 a	PET ADOPTION	:30	GS7508
12/26/09	SA	12:28:36 p	DRUNK DRIVING PREVENTION	:15	GS7553
12/26/09	SA	01:58:36 p	RECKLESS DRIVING	:30	GS7558
12/26/09	SA	02:10:00 p	PET ADOPTION	:30	GS7508
12/26/09	SA	02:25:30 p	DID YOU PLAY TODAY	:30	GS7505
12/26/09	SA	03:31:20 p	PET ADOPTION	:30	GS7508
12/26/09	SA	04:58:50 p	RECKLESS DRIVING	:30	GS7558
12/26/09	SA	03:30:00 a	DID YOU PLAY TODAY	:30	GS7505
12/26/09	SA	03:46:30 a	CHILDHOOD OBESITY	:30	GS7517
12/26/09	SA	03:58:55 a	PET ADOPTION	:30	GS7508
12/26/09	SA	04:15:00 a	RECKLESS DRIVING	:30	GS7558
12/26/09	SA	04:17:00 a	PET ADOPTION	:30	GS7508
12/27/09	SU	06:28:36 a	DRUNK DRIVING PREVENTION	:15	GS7553
12/27/09	SU	04:23:00 a	CHILDHOOD OBESITY	:30	GS7517
12/27/09	SU	04:54:30 a	RECKLESS DRIVING	:30	GS7558
12/28/09	M	07:37:30 a	DRUNK DRIVING PREVENTION	:15	GS7553
12/28/09	M	10:55:00 a	DRUNK DRIVING PREVENTION	:15	GS7553

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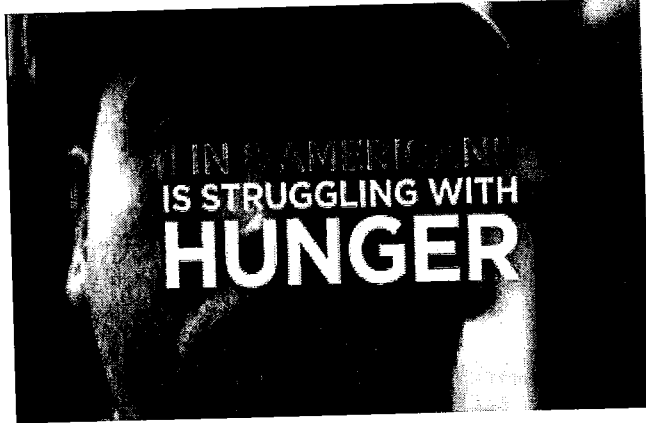
LIN-TV **WLUK As Run by Date***from date=10/1/09, to date=12/31/09, house number='gs7517','gs7553','gs7558','gs7513','gs7509','gs7508','gs7505'*

Sched Date	Day	Hit Time	Iscl Title	Length	House
12/28/09	M	01:35:00 p	DRUNK DRIVING PREVENTION	:15	GS7553
12/28/09	M	02:35:00 p	PET ADOPTION	:30	GS7508
12/28/09	M	04:05:00 p	RECKLESS DRIVING	:30	GS7558
12/28/09	M	10:06:00 p	DRUNK DRIVING PREVENTION	:15	GS7553
12/28/09	M	12:25:00 a	RECKLESS DRIVING	:30	GS7558
12/28/09	M	01:40:20 a	DID YOU PLAY TODAY	:30	GS7505
12/28/09	M	04:54:30 a	RECKLESS DRIVING	:30	GS7558
12/29/09	TU	09:28:30 a	DRUNK DRIVING PREVENTION	:15	GS7553
12/29/09	TU	12:50:00 p	DRUNK DRIVING PREVENTION	:15	GS7553
12/29/09	TU	04:07:00 a	CHILDHOOD OBESITY	:30	GS7517
12/29/09	TU	04:36:00 a	RECKLESS DRIVING	:30	GS7558
12/29/09	TU	04:36:30 a	DID YOU PLAY TODAY	:30	GS7505
12/30/09	W	11:57:15 p	DRUNK DRIVING PREVENTION	:15	GS7553
12/30/09	W	04:54:00 a	RECKLESS DRIVING	:30	GS7558
12/31/09	TH	01:39:00 a	PET ADOPTION	:30	GS7508
12/31/09	TH	03:13:00 a	RECKLESS DRIVING	:30	GS7558
12/31/09	TH	03:14:00 a	DID YOU PLAY TODAY	:30	GS7505
12/31/09	TH	03:52:30 a	CHILDHOOD OBESITY	:30	GS7517

Jeanne Lynch

Ad Council

From: Ad Council [PSA_Alerts@adcouncil.org]
Sent: Tuesday, October 13, 2009 9:05 AM
To: WLUK FOX11
Subject: Ad Council TV: Hunger Prevention

	<h2 style="text-align: center;">Hunger Prevention</h2> 
<p>Useful Links</p> <ul style="list-style-type: none"> > PSA Central or 1-800-933-PSAS > Ad Council <p>Quick PSA Previews</p> <ul style="list-style-type: none"> > Clothesline > Construction Worker > Obama - B&W <p>Websites</p> <ul style="list-style-type: none"> > Volunteer Agency: Ogilvy & Mather, New York > Campaign Website: www.feedingamerica.org > Sponsor Website: Feeding America 	<p style="text-align: center;">Help Fight Hunger in Wisconsin</p> <p>With rising unemployment and increased demand, U.S. food banks are continuing to feel the pressure of this recession. Since last summer, Feeding America food banks in Wisconsin have seen up to 54% increase in demand. With hunger being a reality for 1 in 8 Americans, including millions of children, seniors and working poor, the need for action is now more important than ever.</p> <p>The Ad Council, in partnership with Feeding America, the nation's leading domestic hunger relief charity, and volunteer advertising agency Ogilvy & Mather has revised the existing "1 in 8" TV spots to include a stronger call for action in fighting hunger today. The revised PSA campaign opens viewers' eyes to the reality that the hungry are not always who you think. Hunger is not confined to the homeless, or people we see begging on the street or living in impoverished neighborhoods. People struggling with hunger are among us. This PSA campaign urges viewers to visit feedingamerica.org/1in8 to learn more about what they can do to help fight</p>

hunger in their hometowns. The campaign seeds the idea that access to food is an essential human need that gives everyone a chance for a better tomorrow.

For more information on this campaign visit: adcouncil.org or feedingamerica.org/1in8. For materials, please see the links in the left hand column above and visit psacentral.adcouncil.org to order the work.

Download spots instantly!

Visit the following link to preview and download broadcast quality MPEG2 files: **CLICK HERE**

Username: guest@adcouncil.tv

Password: [adcouncil](#)

Once you visit the site above you can preview the spots by clicking on the little gray play symbol below each spot and download from the preview window. You can also download all the spots at once by clicking on the download cart button on the top right hand side of the page.

These spots have also been sent to you via **DG-Fastchannel**. Please check with your Traffic Department to obtain these spots through the DG-Fastchannel Platform. For technical support or to determine if you station is currently a DG-Fastchannel subscriber please contact 1-800-324-5672.



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wisconsin broadcasters association *Dec 21, 2009 - Jan 3, 2010*

ON AIR

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WISC-TV/My Madison TV, Madison

NANCY STILLWELL
Madison Media Institute, Madison

GUYANNE TAYLOR
WCBA-TV, Green Bay

JEFF TYLER
Clear Channel Radio, Madison

December 14, 2009

Dear General Manager or NCSA/PEP (Public Education Program) Coordinator,

Enclosed you will find materials for the next segment of NCSA /PEP.

The NCSA (Non-Commercial Sustaining Announcement) Program/PEP (Public Education Program) works like this. Stations donate unsold time slots to your WBA, and we arrange for qualifying sponsors (non-profit and government agencies not engaged in paid broadcast advertising in Wisconsin) to air their message in these slots. The NCSA Program/PEP is not in competition with stations. Participation is on a voluntary basis and spots air in a variety of time segments. All messages are non-political, non-controversial and serve a public need. The NCSA Program/PEP is a win-win situation for all involved. Sponsors receive exceptional value for their investment. Broadcasters fulfill their role as community servants through their donation of airtime for distribution of these messages. And, revenue is generated that can support the growth and development of our industry in Wisconsin. Your station commitment to NCSA/PEP allows your WBA to continue to provide top quality professional training, free legal and regulatory support, thousands of dollars in broadcast student assistance and many other services.

We appreciate your station's support of this important program and remember...these educational and informational spots, sponsored by WBA clients, are unique. NCSA/PEP spots, unlike other PSA's, are logged and identified as such, making it possible to pull monthly reports verifying the value of the airtime. The accurate and timely reporting to your WBA is an essential part of your participation in the NCSA/PEP program. With these reports in hand, your WBA can document to sponsors the strong return on their investment. A successful NCSA/PEP program enables your Wisconsin Broadcasters Association to continue to bring its member high-level service at very affordable rates. More importantly, participation in the NCSA/PEP program positions local broadcasters as powerful and valuable partners with state and federal agencies.

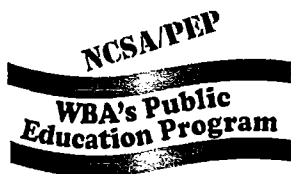
If you have any questions regarding the airing or reporting of your NCSA/PEP spots, please call your WBA office at (800) 236-1922 or e-mail me at mvetterkind@wi-broadcasters.org or Liz Boyd at lboyd@wi-broadcasters.org. Your partnership in this endeavor is greatly appreciated.

Michelle Vetterkind, CAE
President

**INSTRUCTIONS FOR THE WI DEPARTMENT OF
TRANSPORTATION - TRANSPORTATION SAFETY**

44 E. Mifflin Street, Suite 900 - Madison, WI 53703

Phone: (608) 256-3986 • Toll Free: 800-236-1922 • FAX: 608-256-3986 • Website: www.wi-broadcasters.org



44 E. Mifflin St. Suite 900
Madison, WI 53703
(800) 236-1922 phone
(608) 256-3986 fax
www.wi-broadcasters.org

DATE: December 14, 2009

TO: GM or NCSA/PEP (Public Education Program) Coordinator - Television

FROM: Liz Boyd, NCSA/PEP Coordinator

SPONSOR: **WISCONSIN DEPARTMENT OF TRANSPORTATION**
-- TRANSPORTATION SAFETY

Jeff Skiles wants to know "WHY ON EARTH" you wouldn't wear your seatbelt!!

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Name of Spot:	"Why on Earth" -- :30
Dates of Play:	December 21, 2009 – January 3, 2010 (two week period) <u>Reminder – this schedule will be running concurrently with the US Coast Guard and WI Army National Guard spots.</u>
Total Number of Times Aired:	Please play this spot <u>at least</u> 8 times during the two week schedule. As always, the 8 times played during this schedule should be broken down based on the NCSA program's 1/3-1/3-1/3 schedule concept: 1/3 during prime time (3PM -11PM) 1/3 during day time (7AM-3PM) 1/3 during all other times
Special Instructions:	Performance affidavits that should include the value of the announcements are to be filed with the WBA office at the end of the month or at the end (January 4, 2010) of this segment of the program.

Thank you, as always, for supporting the NCSA/PEP Program!!



TO: FCC Programs/Issues Report

**RE: ASCERTAINMENT & DETERMINATION OF QUARTERLY ISSUES TO BE
ADDRESSED IN WLUK-TV PROGRAMMING. PROGRAMMING IS
RECORDED IN WLUK-TV'S FCC PUBLIC FILE, "QUARTERLY PROGRAMS
AND ISSUES REPORTS."**

Attached is a sample script of one of five separate promos by Jay Zollar, VP & General Manager of WLUK-TV, inviting input from viewers about our news coverage.

These promos air three to five times each day, 7 days/week. The attached listing is a sample of promos which aired for one week,

The General Manager discusses requests and comments from viewers with department managers each week to outline issues to be addressed through news reports and special programs.

Jay T. Zollar
Vice President/General Manager
WLUK FOX 11
balancednews@wluk.com
Green Bay, WI



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Telephone (920) 490-1467
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TITLE: JAY'S BALANCED NEWS TAGS
:15 EACH

VIDEO

AUDIO

(JAY ON CAMERA) (WS IN STUDIO WITH NEWS SET & WX LAB IN BACKGROUND)
AT FOX 11 NEWS WE'RE ALL ABOUT BALANCED NEWS COVERAGE. I'VE ASKED FOR YOUR EMAILS. THANKS FOR RESPONDING AND KEEP THEM COMING. IF YOU HAVE AN ISSUE, YOU CAN EMAIL ME AT balancednews@wlu.com AND I PROMISE TO RESPOND!

(JAY ON CAMERA) (WS W/FISH EYE LENS)
AT FOX 11 NEWS WE'RE ALL ABOUT BALANCED NEWS COVERAGE. WAS OUR REPORTING FAIR? OUR COVERAGE UNBIASED? IF YOU HAVE AN ISSUE EMAIL ME AT balancednews@wlu.com AND I PROMISE A RESPONSE!

(JAY ON CAMERA) (TIGHTER SHOT)
AT FOX 11 NEWS WE PROMISE TO BE BALANCED.
WAS OUR REPORTING FAIR AND BALANCED?
EMAIL ME AT [BALANCED NEWS@WLUK.COM](mailto:balancednews@wlu.com) AND I
PROMISE A RESPONSE!

LIN-TV **WLUK As Run by Date***from date=11/15/09, to date=11/21/09, house number='GP6133','GP6134','GP6214','GP6204','GP6205','GP6442','GP6439','GP6441','GP64*

Sched Date	Day	Hit Time	Iscl Title	Length	House
11/15/09	SU	08:59:40 a	GOOD DAY BALANCED TAG	:15	GP6442
11/15/09	SU	09:57:00 p	5 & 9 BALANCED TAG	:15	GP6445
11/16/09	M	08:58:40 a	GOOD DAY BALANCED TAG	:15	GP6442
11/16/09	M	05:29:45 p	JAY BALANCED NEWS TAG 3	:15	GP6134
11/16/09	M	09:57:40 p	JAY BALANCED TAG PM	:15	GP6408
11/17/09	TU	08:58:40 a	GOOD DAY BALANCED TAG	:15	GP6439
11/17/09	TU	05:57:10 p	JAY BALANCED NEWS TAG 3	:15	GP6134
11/17/09	TU	09:57:40 p	5 & 9 BALANCED TAG	:15	GP6445
11/18/09	W	08:58:40 a	GOOD DAY BALANCED TAG	:15	GP6439
11/18/09	W	05:57:10 p	JAY BALANCED TAG	:15	GP6214
11/18/09	W	09:57:40 p	5 & 9 BALANCED TAG	:15	GP6445
11/19/09	TH	08:58:40 a	GOOD DAY BALANCED TAG	:15	GP6446
11/19/09	TH	05:57:10 p	5 & 9 BALANCED TAG	:15	GP6445
11/19/09	TH	09:57:40 p	JAY BALANCED TAG #7	:15	GP6205
11/20/09	F	08:58:40 a	JAY BALANCED TAG	:15	GP6214
11/20/09	F	05:57:10 p	JAY BALANCED TAG #7	:15	GP6205
11/20/09	F	09:57:40 p	JAY BALANCED TAG	:15	GP6214
11/21/09	SA	08:59:40 a	JAY BALANCED TAG #7	:15	GP6205
11/21/09	SA	05:27:40 p	JAY BALANCED NEWS TAG 3	:15	GP6134
11/21/09	SA	09:57:00 p	JAY BALANCED TAG	:15	GP6214